

# ORDER



Orders	Order / Rev:	170135	Primary AE:	KSTP-TV, LLC and KSAX-1
	Alt Order #:			Anjie Brady
	Product Desc:	504-MN	Sales Office:	P-PHL
	Estimate:	3559-TV Nov 2 - 6	Sales Region:	National
	Flight Dates:	11/02/12 - 11/06/12		
	Original Date / Rev:	11/01/12 / 11/04/12		
	Order Type:	GENERAL		
Agency	Name:	<b>National Media Research Planning &amp; F</b>		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		815 Slaters Ln	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314-1219	Agency Commission:	15%
Advertiser	Name:	RNC		
	Demographic:	A25-54	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	1	Advertiser External ID:	
	Revenue Codes:	AGY, POL, ISS	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	52	\$66,100.00	\$56,185.00	November 2012	52	\$66,100.00	\$56,185.00	0.00
					Totals	52	\$66,100.00	\$56,185.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$66,100.00
Market	100%	\$264,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$66,100.00
KMSP	25%	\$66,100.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$66,100.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	22-----	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0	\$600.00			0.00					
		Week: 11/05/12	11/11/12	22-----		4	\$600.00			0.00					
E 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 170135  
Alt Order #: \_\_\_\_\_  
Flight Dates: 11/02/12 - 11/06/12

Advertiser: RNC  
Product Desc: 504-MN  
Estimate: 3559-TV Nov 2 - 6

KSTP-TV, LLC and KSAX-1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----		0	\$600.00		0.00						
		Week: 11/05/12	11/11/12	22-----		4	\$1,000.00		0.00						
E 3	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	34-----	:30	7	\$1,000.00	1	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----		0	\$600.00		0.00						
		Week: 11/05/12	11/11/12	34-----		7	\$1,000.00		0.00						
E 4	M	11/02/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----2-	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----2-		2	\$500.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$500.00		0.00						
E 5	M	11/02/12	11/06/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----2	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----2		2	\$500.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$500.00		0.00						
E 6	M	11/02/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----2	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----2		2	\$1,000.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$500.00		0.00						
E 7	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	11-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----		0	\$1,000.00		0.00						
		Week: 11/05/12	11/11/12	11-----		2	\$350.00		0.00						
E 8	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	11-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----		0	\$1,000.00		0.00						
		Week: 11/05/12	11/11/12	11-----		2	\$350.00		0.00						
E 9	M	11/02/12	11/06/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$600.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$600.00		0.00						
10	M	11/02/12	11/06/12	M-F 3-4p Twin Cities Live	CM	3-4p	2---2--	:30	4	\$225.00	2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----2--		2	\$225.00		0.00						
		Week: 11/05/12	11/11/12	2-----		2	\$225.00		0.00						
E 11	M	11/02/12	11/06/12	M-F 4-430p Millionaire	CM	4-430p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$600.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$600.00		0.00						
E 12	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$600.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$600.00		0.00						
E 13	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$1,200.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$1,200.00		0.00						

Order / Rev: 170135  
Alt Order #: \_\_\_\_\_  
Flight Dates: 11/02/12 - 11/06/12

Advertiser: RNC  
Product Desc: 504-MN  
Estimate: 3559-TV Nov 2 - 6

KSTP-TV, LLC and KSAX-1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 14	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---1--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1--		1	\$2,000.00			0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$2,000.00			0.00						
E 15	M	11/02/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1---1--	:30	2	\$1,500.00	1	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1--		1	\$1,500.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	M 10/29/12-11/04/12	M-F 630-7p			630-7p				-----F---		:30(\$1,500.00)	0.00	NM		
		<i>Credited</i>														
		Week: 11/05/12	11/11/12	1-----		1	\$1,500.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	2	M 11/05/12-11/11/12	M-F 630-7p			630-7p				M-----		:30(\$1,500.00)	0.00	NM		
		<i>Credited</i>														
E 16	M	11/02/12	11/06/12	7-1030p College FB ABC College Football	SPRT	7-1030p	-----1-	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1	\$3,500.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$3,500.00			0.00						
E 17	M	11/02/12	11/06/12	Sunday Prime A America's Funniest Home Videoc	CM	6-7p	-----1	:30	1	\$5,000.00	3	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$5,000.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$3,500.00			0.00						
E 18	M	11/02/12	11/06/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	1---1--	:30	2	\$2,100.00	1	0.00	NM	2	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$2,100.00			0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$2,100.00			0.00						
E 19	M	11/02/12	11/06/12	Lt News Delay ABC Spo&M Late News Delayed	1030-1105p	-----1-	:30	1	\$900.00	2	0.00	NM	1	\$900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1	\$900.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$2,100.00			0.00						
E 20	M	11/02/12	11/06/12	Su Late News Su 10-1035p	CM	10-1035p	-----1	:30	1	\$2,500.00	2	0.00	NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$2,500.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$2,100.00			0.00						
E 21	M	11/02/12	11/06/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$1,700.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$2,100.00			0.00						
E 22	M	11/02/12	11/06/12	M-F 1035-1102p thru 1/7CM Nightline	1035-1102p	1---1--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1	\$1,800.00			0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$1,800.00			0.00						
E 23	M	11/02/12	11/06/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----1	:30	1	\$600.00	1	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$600.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$600.00			0.00						
E 24	M	11/05/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M-----	:30	1	\$12,000.00	1	0.00	NM	1	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$12,000.00			0.00						

Order / Rev: 170135  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: RNC  
 Product Desc: 504-MN  
 Estimate: 3559-TV Nov 2 - 6

**KSTP-TV, LLC and KSAX-1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	M	11/03/12	11/03/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -----S-    2    \$1,000.00    0.00															
N26	M	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -----S    1    \$1,000.00    0.00															
Totals														52	\$66,100.00